

518,571

Rec'd PCT/PTO 22 DEC 2004

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization International Bureau



(43) International Publication Date
15 January 2004 (15.01.2004)

PCT

(10) International Publication Number
WO 2004/006047 A2

(51) International Patent Classification⁷:**G06F**

(21) International Application Number:

PCT/US2002/020863

(22) International Filing Date: 2 July 2002 (02.07.2002)

(25) Filing Language: English

(26) Publication Language: English

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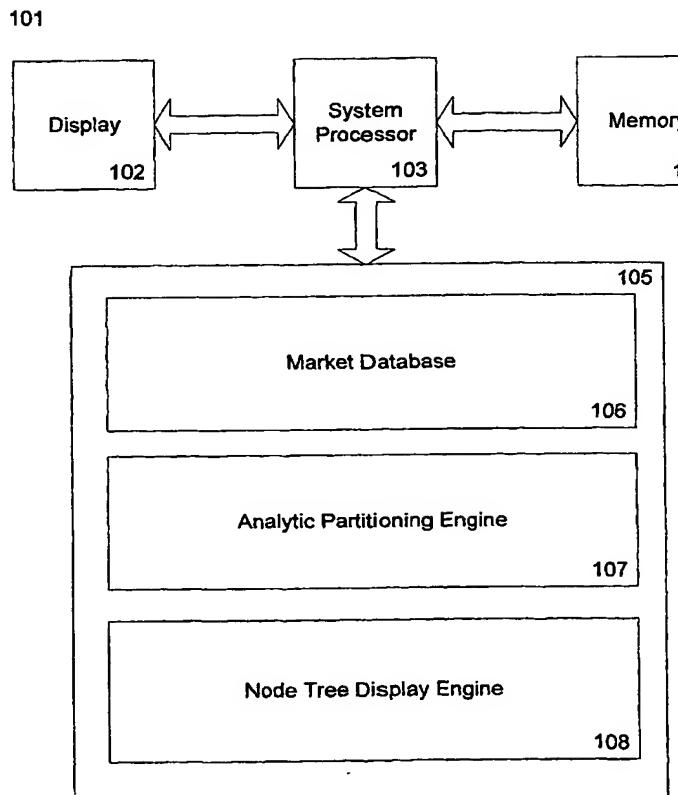
(81) Designated States (*national*): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NO, NZ, OM, PH, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VN, YU, ZA, ZM, ZW.(84) Designated States (*regional*): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

- without international search report and to be republished upon receipt of that report

[Continued on next page]

(54) Title: SYSTEM AND METHOD FOR IDENTIFYING AND MEASURING PERFORMANCE DISCREPANCIES AMONG SALES TERRITORIES



(57) **Abstract:** A method and system for measuring performance discrepancies among sales territories is provided utilizing a recursive partitioning analysis of summarized market data wherein the summarized market data is partitioned into a plurality of nodes for identifying significant segmentation variables. The method and system provides for bridging market data with each partitioned nodes; an retaining an association between market data and each partitioned node as an additional segmentation variable for additional recursive analysis.

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